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**FARRUGIA et al.**(10) **Pub. No.: US 2019/0297369 A1**(43) **Pub. Date: Sep. 26, 2019**(54) **METHOD AND APPARATUS FOR ON  
DEMAND VIDEO AND OTHER CONTENT  
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**Colin MELDRUM**, Berkeley, CA (US)(21) Appl. No.: **16/387,452**(22) Filed: **Apr. 17, 2019****Related U.S. Application Data**

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(57)

**ABSTRACT**

A video on demand system in the context of the Internet, for video rentals. A user accesses an on-line store to rent a video program or movie. The rental is for a limited time (such as 30 days) and within that thirty days, the video program or movie can only be viewed for a 24 hour time window. The time limits are enforced by the on-line store which maintains a database of each rental transaction and allows supply of the needed keys for decrypting the (encrypted) video or movie only if within the time limits.

